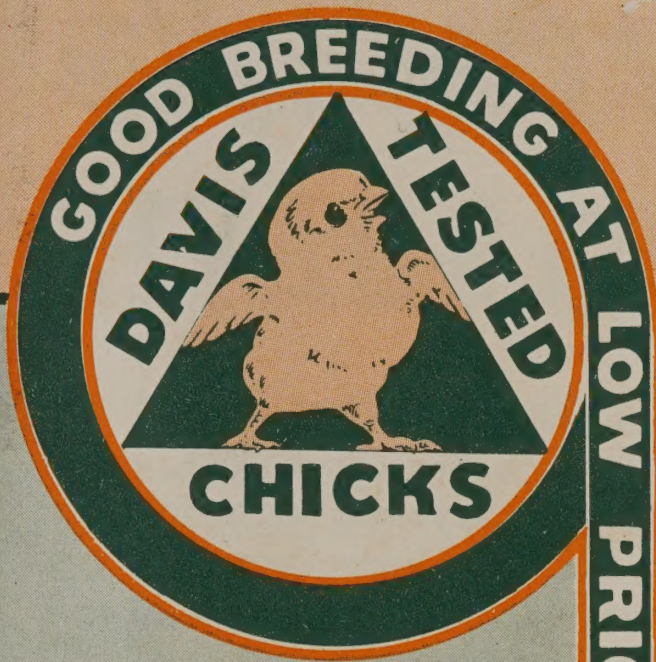




9 Reasons

WHY

Approximately

40,000

POULTRYMEN

Annually

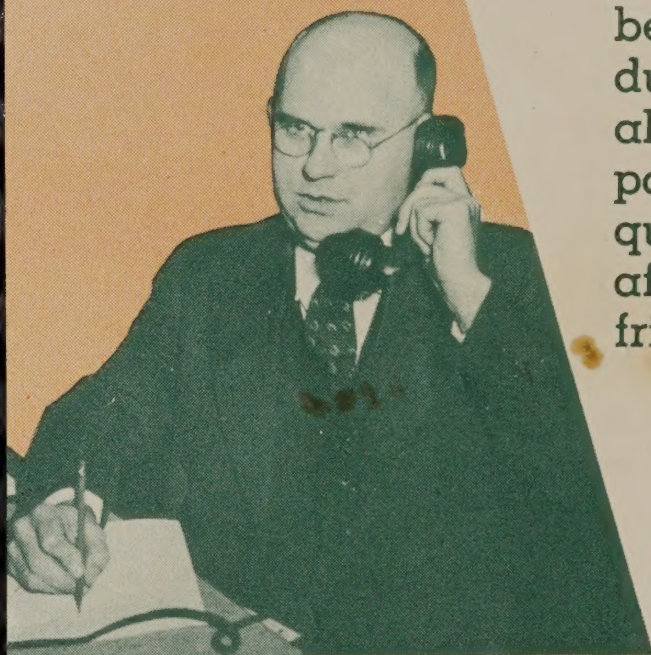
Buy

10,000,000

**DAVIS
CHICKS**

**REASON
1**

I Sell Only the **DAVIS**

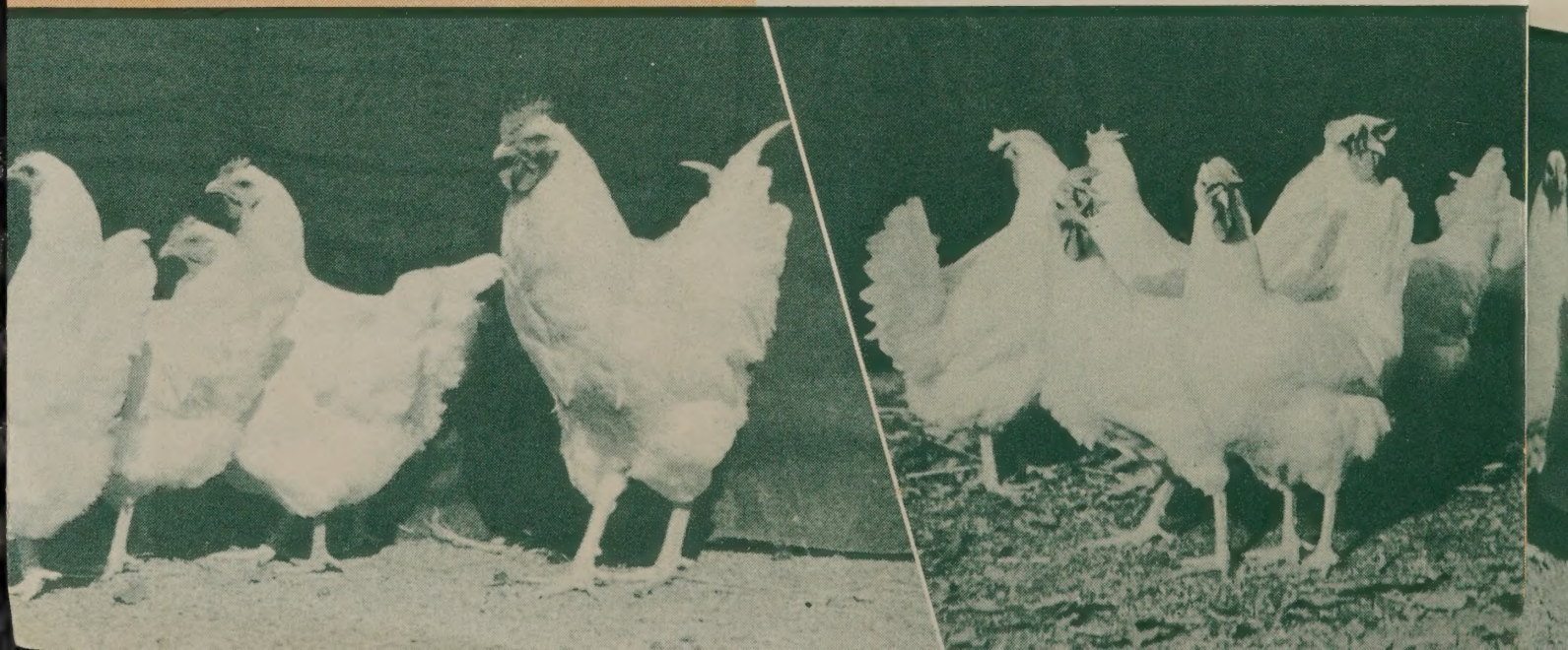


ROBERT S. DAVIS

has been producing Davis Tested chicks for many years. The personal interest he takes in serving every customer is a guarantee quickly appreciated by everyone who buys Davis chicks!

● Through all the years that I have been hatching and selling chicks, I have noted that poultrymen want the best chicks a hatcheryman can produce. For that reason, quality has always been my chief aim. It has paid, too, because I find that Davis quality brings customers back year after year. It also brings orders from friends of my customers who want the kind of results my customers get with Davis chicks.

Here in Southern Indiana we are blessed with climatic conditions that are ideal for poultry. All through this region the health and vigor of our poultry flocks is especially noticeable. That means that these flocks are the ideal foundation for sound hatch-



BEST IN QUALITY . . .

Tested CHICKS

ery breeding flocks. Given flocks with inherent health and vigor, we can devote all our efforts to building up production ability.

On succeeding pages of this book, I will attempt to show you the care we take in managing our flocks, in breeding for improved production, and in hatching and handling Davis chicks to give you chicks of quality that will be real profit-makers for you.

I sincerely wish that every one of you who reads this book could drop in and visit our big hatching plant. I would be delighted to drive you through our Southern Indiana hills and show the splendid flocks developed here. I'm sure such a visit would show you quickly why Davis chicks are known the country over as a profitable investment. If such a visit is impossible, however, please accept this booklet as a true picture of what you would see—and as my assurance that you can always count on Davis tested chicks as the right start to profits.

DAVIS BREEDING FLOCKS
— OF BIG, HEALTHY,
CAREFULLY CHOSEN
BIRDS—ARE THE BASIS OF
DAVIS TESTED QUALITY.



REASON 2

I Carefully Select, Cull Used



● Starting with the strong, healthy flocks found in this region, my next step is the selection of the birds in these flocks. I have a definite program to be followed in this which includes, first, the selection of birds that are true to type for the breed. Then, each bird must have good size and must be free of major disqualifications. Each bird must be healthy and full of vigor. And each bird must carry the better production characteristics of the breed.

The carrying out of this program is a big task—but, because our volume is large and so many birds are required to supply hatching eggs, I am able to keep men who know this work thoroughly busy—and thus to be assured that these birds are expertly selected and culled. Even then, I devote a great deal of my own time to checking up on this work and to giving flocks a final inspection.

We also insist on good housing, good care, and proper feeding for all flocks that supply hatching eggs. We know that it takes healthy, well-fed flocks to produce the quality eggs necessary for sturdy, liveable chicks. We check back on flocks frequently to see that they are kept

and Bloodtest Every Breeder to Produce **DAVIS CHICKS**

in good condition and that they are being properly fed and comfortably housed.

EVERY BREEDING BIRD BLOODTESTED

After several years of bloodtesting for pullorum disease, I am convinced that this program aids in eliminating weak birds from the flocks. I, therefore, bloodtest every breeding bird, using the stained antigen test. Today, very few reactors show up in our flocks, but when any do appear, they are immediately removed.

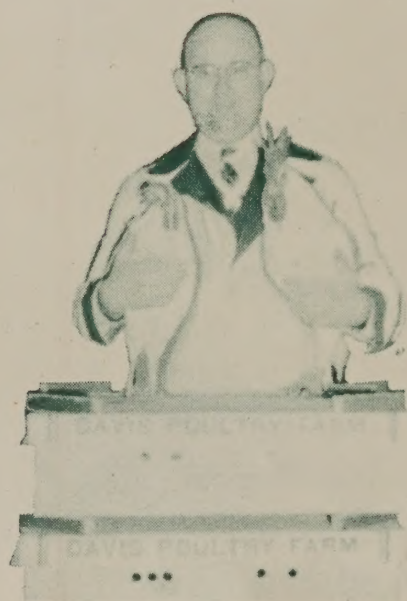
From this program, you can see that I take precaution to have only strong, vigorous, true to type birds in my flocks, and to guard their health at all times. This is beyond all doubt another sound reason for the quality evident in Davis Tested chicks.

IT TAKES HEALTHY,
VIGOROUS, WELL-BRED
FLOCKS TO PRODUCE
CHICKS THAT LIVE TO
MAKE YOU A PROFIT.



**REASON
3**

I Secure the **BEST** *To Improve* **DAVIS**



● Good steady production is based on breeding. Of course, other factors such as care and feeding enter in, but if the breeding isn't there, the best of care will not give you anything but an ordinary flock.

And so, I constantly aim to improve and maintain the breeding back of my flocks on a sound basis. I never hesitate to go to the leading breeders for stock which I feel will add to the ability of my flocks. For example, the illustration below shows stock imported direct from Tom Barron, world famous Leghorn breeder of Catsforth, England. Mr. Barron is looked upon as the world's outstanding Leghorn breeder, so it is but natural that I turn to him for stock to improve Davis Leghorns. In this manner, I am constantly on the lookout for blood lines that will improve other Davis breeds and varieties. By pursuing this program consistently and steadily, I



Breeding Obtainable **BREEDING FLOCKS**

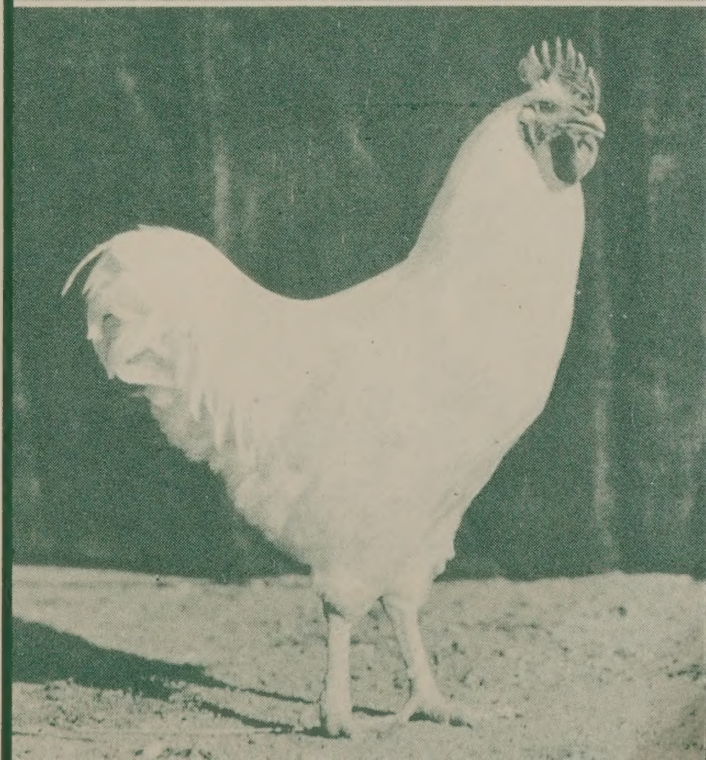
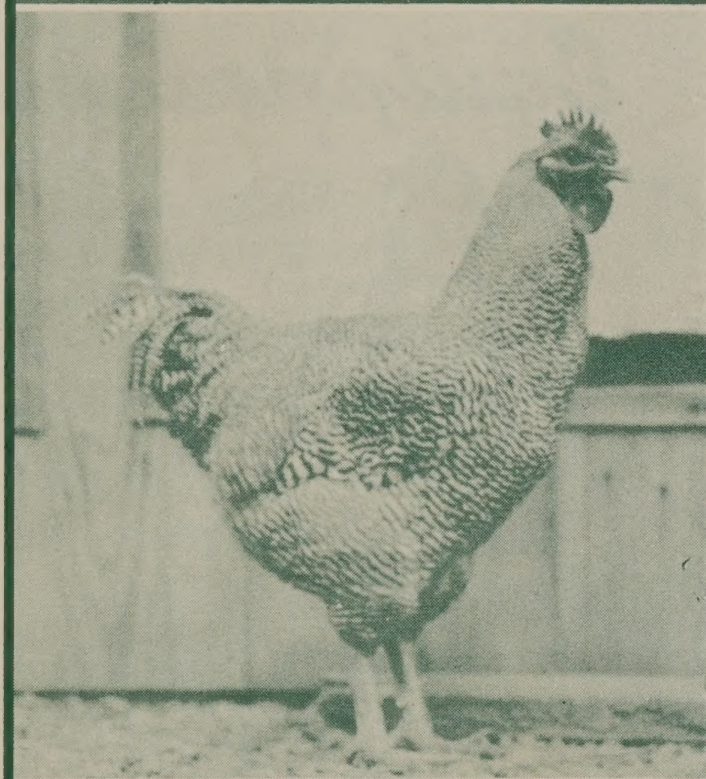
feel that I have established another, and a very sound reason for the profitable success on the part of the thousands of customers who insist on Davis chicks year after year.



Lee Hall, Va., Feb. 16, 1939—Davis Poultry Farm, Gentlemen: I am enclosing my order for 200 chicks which is the same amount I received from you last year. I just wished to let you know how pleased I am with the results I obtained from your last shipment. Out of the 200 chicks I ordered and the extras you sent, I raised 212 healthy fowls. I have recommended your hatchery and fair methods of business to my neighbors and am sure you will hear from some of them. With best wishes for another successful year, I am Yours truly, Mrs. T. K. L.

Ashton, Illinois, April 17, 1939—Dear Mr. Davis: When my chick boxes were inspected at the Ashton Post-office March 26th by the postmaster and myself, we found no dead ones. The postmaster remarked that it was the best bunch he had received as yet. I am very grateful for the extra chicks. They are growing fine. I am sending my second order. Mrs. R. S.

Valley Head, Alabama, May 10, 1939—Mr. Davis: I must tell you of the 100 fine white leghorns I purchased from you in March. I raised 104—they are absolutely the finest birds I have ever owned. They are large and husky. I have 54 pullets, all alike, no runts or culls. Thanks a million for your kindness and courtesies to me. I have always gotten "top notch" stuff from DAVIS. F. W.



REASON
4



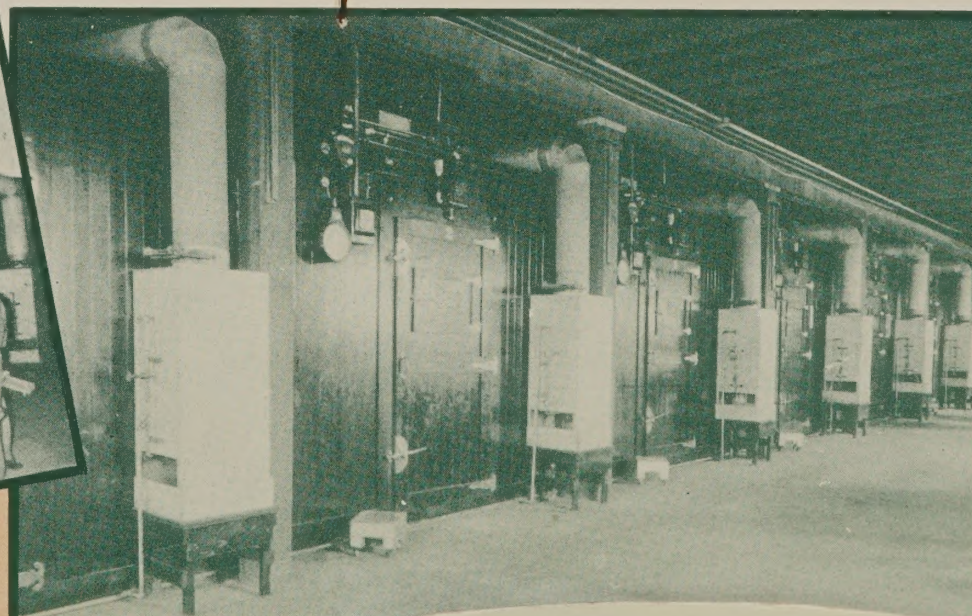
I Hatch DAVIS CHICKS in This Modern Hatchery *Equipped with the MOST EFFICIENT Incubators Obtainable*



● Given good hatching eggs from well-bred flocks, the next step in the production of quality chicks is proper incubation. It is an important step, too, having a very definite bearing on the size and livability of chicks.

To assure proper incubation of Davis chicks, I have equipped this modern

plant pictured above with highly efficient, all-electric incubators. These big machines operated by men thoroughly trained in the job, turn out big, fluffy chicks that really do have the vigor to live and grow rapidly. ● In my long experience, I have seen the good effects of proper hatching time and time again. There's no doubt but that it enables chicks to get off to a better start and to more rapidly develop the size, vigor, and production ability bred into them. You can be sure, therefore, that Davis chicks will be well hatched chicks.



Two views of the battery of modern all-electric incubators that hatch Davis Tested Chicks.



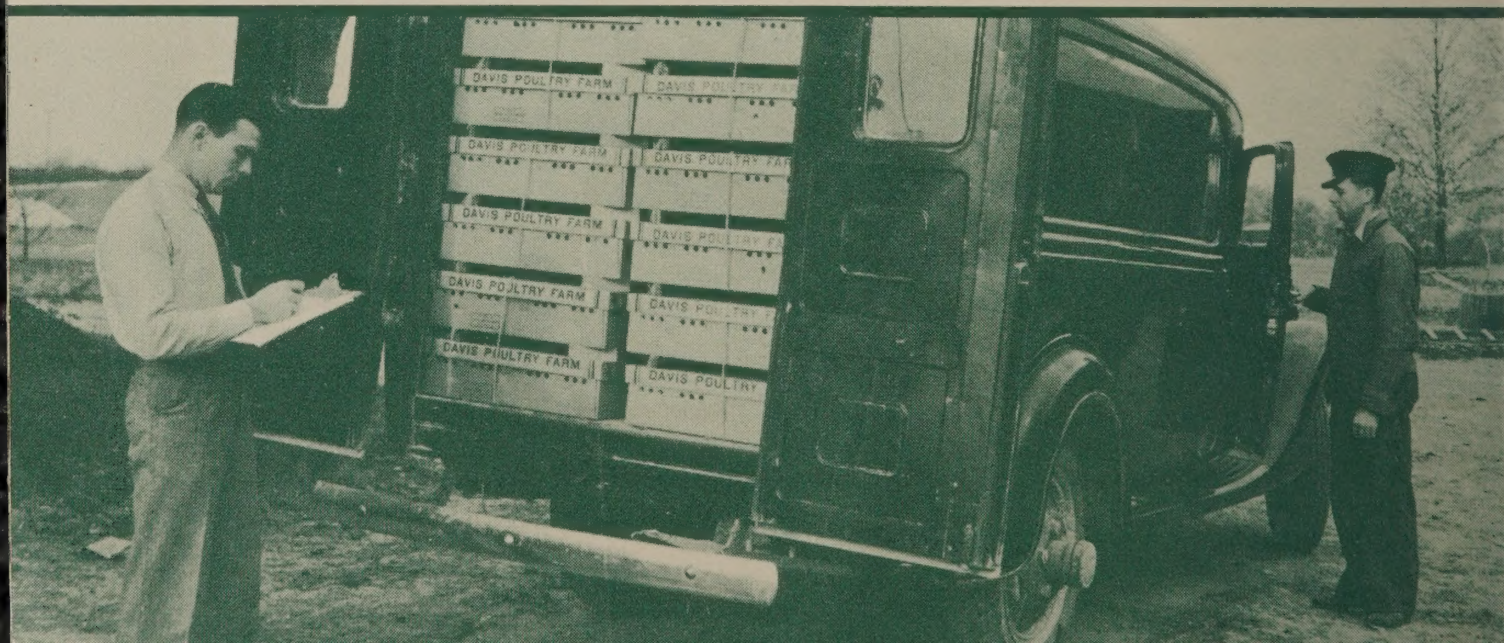
REASON 5

Every Chick Hatched Is Carefully Inspected Before Shipment



● Even though the greatest of care is taken in flock selection and management, in breeding and in hatching, our vigilance never ceases. Every chick shipped from the Davis hatchery is carefully inspected before it is packed for shipment. The greatest of care is also taken in handling each shipment, transporting it to the railway station, and in seeing that it is properly routed to reach its destination promptly and in the best of condition.

I want every customer to feel that we are interested in his getting the best we can produce always—and to know that we take every precaution to see that he does get our best.



REASON 6



I Insist Upon Your Order Receiving the Kind of Attention I Would Want to Receive

● When I buy anything, I appreciate prompt and courteous attention to my order. I feel that you, as my customer, will feel the same way—and that in fact, you have every right to such attention. My office is, therefore, equipped to handle your order promptly and efficiently, to book it accurately, and to follow through and see that your chicks are delivered as you want them when you want them.

When you place your order for Davis Tested Chicks, I want you to have the fullest confidence that you are getting the best in quality that we can produce under the most modern methods — that we appreciate your orders — and that they will receive the type of consideration that expresses that appreciation.

ILLUSTRATIONS ON THESE
PAGES SHOW THE INSPEC-
TION OF CHICKS BEFORE
SHIPMENT — THE CAREFUL
MANNER IN WHICH THEY
ARE TRANSPORTED, AND
OUR EFFICIENT OFFICE.

**REASON
7**

I offer You Your Leading **MONEY-**



Mr. Davis with one of his large-type profit-making S. C. White Leghorns — also a basket of eggs gathered on a snowy winter day.

● There are many profitable breeds and varieties of chickens. The main point of choice between many of these is personal preference. To assure fullest possible satisfaction, therefore, I am prepared to supply Davis Tested quality chicks from the leading money-making breeds. The choice is yours—the chicks you choose will be Davis Tested chicks.

DAVIS BIG-TYPE S. C. WHITE LEGHORNS

I have always found the ideal White Leghorn to be a big strong bird that lays a big egg and is capable of steady production. Naturally then, that is the kind of birds I select for my Leghorn breeding flocks. With breeders of this type, I then look for male birds with the breeding back of them that means production ability. It is but natural that I should go to Tom Barron, famous Leghorn breeder of England for stock to be used in improving my flocks. His Leghorns have the size, the tendency to lay large eggs, and the production ability essential to profitable Leghorns.

PICTURED HERE ARE
SPECIMENS OF SOME
OF THE MORE POPULAR
MONEY-MAKING BREEDS.



Choice of All the MAKING Breeds

DAVIS BARRED PLYMOUTH ROCKS:

There is always a demand for Rock broilers and table fowl. Our Rocks will grow rapidly and have the size to meet that demand. In addition, the pullets will be good layers. You'll like Davis Barred Rocks.

DAVIS WHITE PLYMOUTH ROCKS: We can assure you chicks that will justify the growing popularity of this variety. Our White Rocks are fast growers. They have good size, and they are consistent layers.

DAVIS BUFF ORPINGTONS: Where you want springers or roasting fowl, the Buff Orpington fits in splendidly. They're big birds, their meat has fine flavor, and they are pretty good layers. They make a very dependable farm flock.

DAVIS WHITE WYANDOTTES: The White Wyandotte is one of the more popular dual purpose breeds. They have good size, make good broilers or table fowl, and have well developed production ability. They are especially popular in colder climates because they lay well in winter weather.

DAVIS S. C. R. I. REDS: Beautiful color, rapid growth, good size, and exceptional production ability are the points that have built great popularity for this breed. Our flocks are truly fine representatives

of the breed—and the chicks will develop into real money-makers.

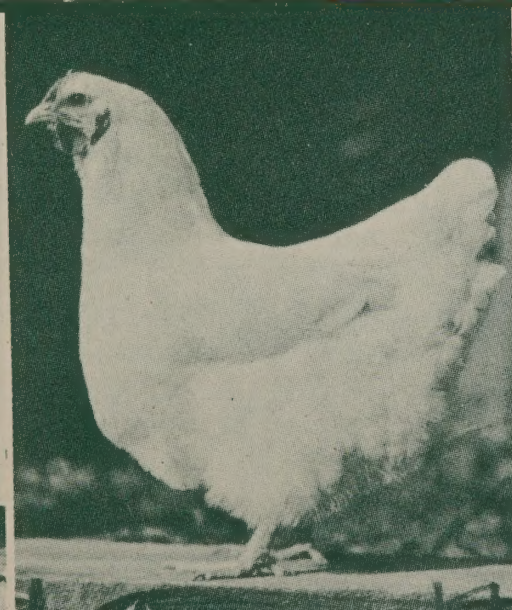
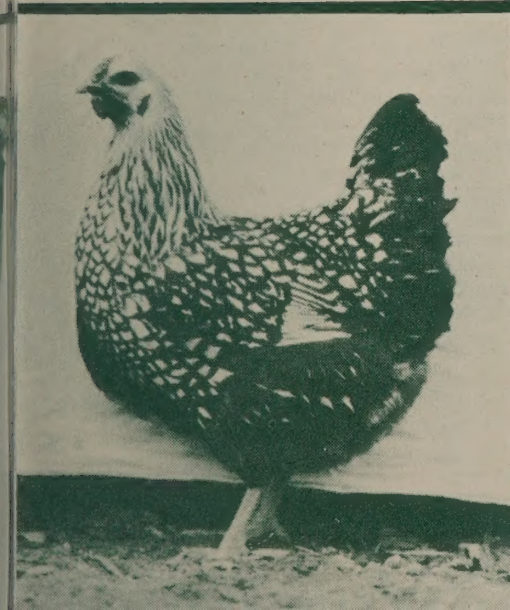
DAVIS WHITE JERSEY GIANTS: The Giants are typical of their name—big chickens that have an especially sweet, tender meat. Cockerels often reach 11 pounds, and caponized, they develop 15 to 16 pounds. Naturally, there is a good demand on every market. Our flocks are hardy, big birds, that show a tendency to fine winter production.

DAVIS WHITE MINORCAS: The Minorcas are larger than Leghorns, but are good producers of large chalk-white eggs. Our flocks are carefully developed to give all the better qualities of this breed.

DAVIS LIGHT BRAHMAS: This breed, popular as a heavy meat breed, is easy to raise. Brahmas lay large eggs and are a fine value for anyone wanting a large chicken. Davis chicks bring you the better qualities of this breed.

DAVIS S. C. MOTTLED ANCONAS: This is an egg producing breed that has had a certain popularity for years. Anconas lay large white eggs and are good winter layers. They are hardy and stand up well under production.

OTHER BREEDS: In addition to those described, we hatch other breeds and varieties, including Black and Buff Minorcas, Silver Laced and Columbian Wyandottes, Rhode Island Whites, Buff Plymouth Rocks. We also hatch Turkey Poults and Ducklings in season. Our price list will give you our full list—and whatever breed you choose, please remember that Davis chicks will give you profit-making quality. .



**REASON
8**

I Sell

DAVIS *Tested* CHICKS at LOWEST POSSIBLE PRICES



● Early in my business career, I learned that I made money when my customers made money. Therefore, I aimed to give my customers the best in quality that I could produce. That has led to increased sales—and this volume has made it possible to produce chicks at lower costs. This means that I can sell these chicks at very reasonable prices and still maintain quality. Is it any wonder that my list of satisfied customers continues to grow?

SEXED CHICKS ... *In Any Breed*

● Many of our customers prefer to buy sexed chicks, and so, we will supply sexed chicks in any breed. We use the Japanese method of sexing, and, we guarantee 90% sex accuracy.

Gregory, W. Va., March 2, 1939—Davis Poultry Farm, Ramsey, Ind. Dear Sirs: We received 110 live chicks on February 8th of which we still have 106. They are three weeks old. Everyone happy and hungry, not a droopy chick in the bunch. I don't believe money can buy better chicks than you put out. This is the second time we have bought chicks from Davis and come ahead. The Postmaster and carrier say they are the best they have seen from any hatchery. We are telling our neighbors about them and also showing them. I am sending you some names of neighbors that are interested in chicks. Mrs. E. S. C.

Rosedale, L. I., N. Y., May 1, 1939—Gentlemen: Beg to advise that the 100 sexed leghorn pullets you delivered April 24th arrived in perfect condition, all fine and strong. J. P. S.

Thomaston, Ga., April 25, 1939—Davis Poultry Farm. Dear Sirs: Thanks a lot for the very pleasant surprise. 116 peppy Brown Leghorns came this morning in fine condition. We suppose the extra 16 chicks was the unsolicited adjustment on order No. M-20. You should see order No. A-10—the most uniform box of chicks we ever put through a battery. 100% livability too, could have sold them fifty times, or more. We thank you. O. R. M.

Lamar, Ind., March 6, 1939 Dear Sir: What would be your best price on 200 White

Rocks and 100 White Leghorns. My mother got chickens from you and they were the best we ever got from any hatchery. Have you got a catalogue on how to start baby chicks? If so please send me one. Let me hear from you as soon as possible. Mr. R. G.

St. Petersburg, Fla., April 7, 1939—Dear Sirs: The chicks arrived in fine shape, none dead. Thank you very much for your fair adjustment in this matter. Mrs. C. S. G.

Walland, Tenn., March 30, 1939—Mr. Robert Davis—I received my chicks the 28th. Sure were pleased with them. They are a better grade than I ordered last year for AAA grade. There was only one dead in the box on arrival. I want to enter my chicks in American Poultry Journal chick growing contest. Please forward this coupon to them. You may look for another order this year or next. F. C.

Chattanooga, Tenn., March 28, 1939—Dear Sirs: My chicks came the 24th. They are the finest bunch of chicks I have ever seen, so strong and healthy. I have not lost any of them yet. I am more than pleased with them. I want to thank you for the prompt shipment and for the extras you put in. I am sending you the names of some of my friends that want some baby chicks, send them a catalog and price list and I am sure you will get some orders from them. A. M. J.

REASON 9

I Stand Back of **EVERY CHICK I SELL**

● Throughout this booklet, I have tried to intimate that I have built my business by giving my customers satisfaction. I mean every word of that, and I back it with the guarantee below. When you buy Davis chicks, I want you to feel that you are buying a real value. I want you to realize that I'm interested in your making a profit—and that I will back up this guarantee in the true spirit of every word it contains.



● **GUARANTEE**

We guarantee Davis Tested Chicks to be true to breed, and of quality as described in this folder.

100% delivery of live baby chicks is guaranteed and all losses in transit are replaced without cost to you whenever you tell us to ship them, or we reserve the right to give you a cash refund. Livability is still further guaranteed for fourteen days. 5% is considered a natural loss and we do not make replacement on the first 5%. Should you lose more than 5%, we then make replacement at one-half the regular price at the time you want shipment made. No adjustment shall cover more than 50% of chicks bought. All we ask is that you do not ask us to replace chicks dying from other than natural causes such as fire, killing by rats or other vermin or chicks you smother, let chill, or lose by improper brooding or anything beyond our control.

Sex guarantee: Our accuracy on sexing usually runs about 95% accurate. However, we guarantee 90% accuracy on Pullets. On Leghorn and Minorca Breeds, we replace any excess of Cockerels with Pullets free of charge. On heavy Breed Pullets, we refund difference between the sexed price and non-sexed price. No guarantee on Leghorn and Minorca Cockerels, other than live delivery.



MY WORLD'S POULTRY CONGRESS OFFER

● To you whom it has been a pleasure to meet during the 7th World's Poultry Congress, I make a special offer. I want you to try Davis Tested Chicks—to realize that you can get profit making quality at reasonable prices.

I am, therefore, presenting you with the coupon below. Keep it! It will be honored as \$1.00 when applied to an order for 200 or more Davis chicks if that order is placed before Feb. 1, 1940.

Ask now for our full price list—we'll send it as soon as it is released—select the chicks you want and place your order before February 1st. Your chicks will be delivered at any time you specify.

This Coupon is Worth \$1.00!

This coupon will be honored in lieu of \$1.00 when applied to an order for 200 or more Davis Tested Chicks—provided that order is placed prior to February 1, 1940. Only one coupon may be applied to any one order. Chicks may be ordered for immediate or future delivery.

Robert S. Davis

DAVIS POULTRY FARM • Ramsey, Indiana